marketing communications awards

smps Philadelphia

ENTRY FORM INFORMATION

ONLINE ENTRY INFORMATION

The Entry Form Information, Entry Questionnaire Responses, Supporting Images, and Supplemental Information will be submitted electronically through the SMPS Philadelphia website. An individual Entry Form must be completed for each submission.

The following information will be required for the Entry Form. The online Entry Form cannot be saved. Please have all of the required information prepared prior to starting the form.

*This page is not required to be uploaded as part of the online Entry Form but has been provided to you as a helpful guide.

ENTRY INFORMATION

Firm Name and Firm Address

Entered By and SMPS Number (if applicable)

Contact Email and Contact Phone

Title of Entry (How entry will be publicly identified)

Category (choose one from the list below):

- Brochure (Digital or Print)
- Corporate Identity (Digital, Print, or Mixed)
- Internal Communications (Digital, Print, or Mixed)
- Newsletter – Internal (Digital, Print, or Mixed)
- Project Pursuit Marketing (Digital, Print, or Mixed)
- Recruitment and Retention Communications (Digital, Print, or Mixed)
- Social Medial (Digital)
- Special Events (Digital, Print, or Mixed)
- Tradeshow Marketing (Digital, Print, or Mixed)
- Video (Digital)
- Website - External or Internal (Digital)
- Holiday

Upload of Entry Questionnaire Responses (see page 2 for full details)

Verification of Entry Questionnaire Responses Word Count

Upload of Supporting Images (see page 3 for full details)

Upload of Supplemental Information if applicable (see page 3 for full details)

If you have questions or need clarification, please contact:
SMPS Philadelphia President Nikki Campbell, CPSM at awards@smpsphiladelphia.org

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ENTRY FORM INFORMATION

ENTRY QUESTIONNAIRE

The following six questions are to be answered in your response. The word count limit is next to each question. You may bullet your responses. You WILL be judged on your responses.

1. Creative Brief (250 Words or less)

Please give a 250-word or less creative brief on your entry to convey to the jurors why your entry should win.

2. Marketing Objectives (150 words or less)

Identify your marketing goals by answering the following questions:

- What did your firm hope to achieve with the piece or program?
- How did you plan to measure your results against your marketing goals?

Include the following:

- Marketing objectives
- Specify the time frame
- Budget information
- Methodology for collecting and evaluating results

3. Target Audience (75 words or less)

Define the audience for this piece or program.
Answer the following questions:

- Who was your target audience?
- How many pieces were sent via mail or e-mail? If a website or video, what were your analytical goals?
- Characterize the composition, size, and location of your target audience (example: 250 CEOs and senior managers of the top 500 leaders of the California high-tech industry).

4. Research and Planning (150 words or less)

Describe the market research conducted prior to planning your piece or program. Summarize your marketing plan efforts. Explain the production and delivery method.

5. Messaging (75 words or less)

What is the intended message of this entry?

6. Results/Impact (150 words or less)

Please answer the following questions as thoroughly as possible based on the entry type:

- What was the ROI, jurors are seeking a response to your marketing objectives that were stated earlier, did you meet your goals?
- Which actions did the target audience take after receiving your materials (testimonials/feedback)?
- What was your break-even goal for profit/loss, and did you achieve it?
- Did you meet your specific sales/reach goals?
- Did you gain new clients or leads as a result?

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SUPPORTING IMAGES

Entries must include three (3) images that represent/support the entry. Images should be uploaded in the online Entry Form and meet the following criteria:

- JPG or PNG
- Minimum 150 DPI
- 16:9 ratio

SUPPLEMENTAL INFORMATION

Additional information including document uploads and/or hyperlinks that support your entry may also be uploaded in the online Entry Form.

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